

# PACKAGE PROGRAMS

# C R C

## ON COLLEGE RADIO

### SALES NEWSLETTER

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Sales Office — 545 Fifth Avenue, New York 17, N. Y.      Telephone MURray Hill 7-6865

November 2, 1954

#### Old Gold Buys "Dream Date" Program on Eleven College Stations

P. Lorillard and Company, on behalf of Old Gold Filter King Cigarettes, has purchased a package novelty program called "Dream Date" on eleven campus radio stations. These programs, offered for sale by College Radio Corporation, are similar to the "Lonesome Gal" series of a few years ago, and feature a girl disc jockey and "mood music". Beginning November 15th, each of the following stations will carry a fifteen-minute "Dream Date" program daily, Mondays through Fridays: WBOA, Bowdoin; WBRU, Brown; WDBS, Dartmouth; WHRB, Harvard; WTRS, Massachusetts Institute of Technology; WXPN, University of Pennsylvania; WRTI, Temple; WVIL, Villanova; WMS, Williams; WYBC, Yale.

Production of the programs will be effected through distribution to each station of disc transcriptions carrying the disc jockey's copy. Sections from the transcriptions will be intermixed, according to formats also to be provided, with musical selections from the individual station's library.

#### 1954 Fall College Radio Survey

1954 Fall College Radio Survey reports are due from the following schools. If your station is among those listed, please get your notarized report in the mail to us IMMEDIATELY. It will take only a few minutes of your time, and will help CRC immeasurably to sell your station effectively.

Arizona State	Mississippi University	Southern University
Bowdoin	New York University	Southern Methodist
Colgate	Oklahoma A & M	Temple
Johns Hopkins	Portland University	Texas Tech
Lafayette	Radcliffe	Tufts
Macalester	Rutgers	Union
Maine	St. Lawrence	Univ. of Vermont
Maryland	St. Louis	Univ. of Virginia
Miami	Univ. of South Carolina	Williams
	South Dakota State	

#### 1954-55 "Best Newscast" Contest

Again in 1954-55, all radio stations carrying Lucky Strike news programs (except Ivy Network stations) are invited to participate in the "Best Newscast" contest. Each station entering the competition will be asked to submit one newscast taped off the air (at  $7\frac{1}{2}$  i.p.s.) during November, February, and April. (A replacement tape is sent each station for each contest tape sent in, but the actual programs submitted will not be returned.) The three programs provided by each station will be judged on the basis of 1) Production - including analysis of whether proper commercials were used (your entry must be dated); how smoothly transcribed and live portions are worked together; whether transcriptions are unreasonably

worn or scratchy, or do not reproduce well. 2) Delivery - the newscaster's overall technique and appeal. 3) Station Cooperativeness - with respect to promptness of return of the weekly certificates of broadcast, the monthly program affidavits, and survey results.

Prizes this year are as follows: First award, \$250.00. Each of the next six awards, any one of the following: 1) RCA 44 bx microphone; 2) library of 50 LP classical music selections of the winner's choice - - on either RCA or Columbia records; 3) annual subscription to Columbia records popular music record service. Prizes in previous years have included a Magnacord Tape Recorder, Transcription turntables, microphones, and miscellaneous cash awards. Winners of the 1953-4 contest will be announced in our December newsletter.

If you want to enter the 1954-5 contest, send a newscast taped off the air (at  $7\frac{1}{2}$  i.p.s.) during November to College Radio Corporation, 14 West 45th Street, New York, 36, New York.

WUVT Rejoins Lucky Strike Newscast Plan WUVT, at Virginia Polytechnic Institute, returned to the air some weeks ago after undergoing extensive engineering modifications. The American Tobacco Company is resuming sponsorship of Lucky Strike news and sports programs on WUVT effective November 7th.